R. J. Reynolds Tobacco Co.

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2/26/96

To: L. T. Poole

Re: Prebooking

Dear Larry,

Listed below are several "Best Practice" ideas relating to our prebooking efforts. The Lexington Division personel have always taken a great deal of pride in being at or near the top of the region standings in this category, mainly due to the following:

- Awareness - Keeping our main accountabilities "top of mind" is key to our results. Sales reps. are provided feedback on a regular basis as to their overall productivity in several areas, one of them being "sales results". It is also stressed during work-withs and in meeting/best practice situations.

- Challenge - While we do not have specific prebook / sales goals by assignment, we do utilize the Region benchmark as a "minimum objective" and everyone is challenged to exceed that goal. My perspective that I pass on to the Sales Reps. is that the Region benchmark is simply an average and that each of them is much better than average and this is one of the ways that they can demonstrate this.

- Opportunity - We try not to let any opportunities pass us by. We have a great deal of opportunity with the numbers of high volume carton outlets that are in our Division, so I would certainly expect our numbers to be higher than most.

- Accountability / Pride - With the arrival of Sales Force 2000, I feel our Sales Reps. have a much better feel than ever before of what its going to take to turn our business around. They realize that "selling" is what they are accountable for and they must use this tool effectively if they to take business away from the competition. I would expect our sales numbers to get even better as we become more skilled at using the tools we have available, (laptop, contracts, etc.)

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Source: https://www.industrydocuments.ucsf.edu/docs/xspm0000

I hope these comments are helpful. Should you have any questions or need any additional information. please let me know.

Sincerely,

Monty

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Source: https://www.industrydocuments.ucsf.edu/docs/xspm0000